

# JORDAN DOUGLAS

Creative design leader with 20+ years of experience crafting user-centered digital experiences. Skilled in UX, visual design, and branding, with a passion for collaborating with cross-functional teams to deliver innovative solutions.

## SKILLS

UX/UI

User Research

Design Thinking

AI Integration

Wire-framing &  
Prototyping

Interaction Design

Information  
Architecture

Usability Testing

Journey Maps

Visual Design

Responsive Design

Accessibility Standards  
(WCAG)

Design Systems

Agile & Scrum  
Methodologies

Heuristics

HTML/CSS

## TOOLS

Figma

AI

Adobe XD

Sketch

Adobe Creative Suite  
Photoshop

Illustrator

Jira

## EXPERIENCE

### Freelance Design and Marketing

**KingUp.co** April 2024 - Present

- AI focused agency creating marketing funnels and landing pages for measured results
- Created visual designs for advertising and promotions

### Director of Design and User Experience

**University of Phoenix** October 2022 - March 2024

- Led UX strategy for 11 product teams using Continuous Discovery for user-centered design
- Created intuitive UIs while shaping brand direction.
- Designed AI-powered tools, including a job interview practice tool.
- Built an MUI-based Figma Design System for consistency and modernization.
- Led user research and testing to refine products.
- Mentored teams on Figma and UX best practices.
- Drove collaboration across design, content, product, and development.
- Integrated AI tools to automate workflows and boost efficiency.

### Director of Design and User Experience

**Allstate Identity Protection** March 2022 - September 2022

Establishing a Design System, Usability Testing, Design Thinking and creating a content process

- Created and implemented a comprehensive design system, including usability testing frameworks, design thinking methodologies, and a scalable content process to streamline workflows and improve team efficiency.
- Established a Figma-based component design system and pattern library in collaboration with Allstate, ensuring consistency and scalability across products.
- Launched a usability testing program with a prioritized backlog, driving actionable insights to inform product improvements.
- Unified content, design, and user research teams to improve cross-functional collaboration, resulting in more cohesive product designs and streamlined processes.

### Senior UX/UI Designer

**CSAA Insurance** August 2021 - February 2022

- Pioneered a robust Design System, Style Guide and Pattern Library
- Built Figma components with variations based on Material UI
- Participated in user research testing and synthesis
- Designed UI for MyPolicy product including payment flows, Wallet, and Document Library
- Created icons, illustrations, and media

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## EXPERIENCE

### Director of UX/UI

**WaFd Bank** February 2019 - August 2021

- Spearheaded the creation of a brand and design system, standardizing visual design language, patterns, and styles across all digital products to ensure consistency and elevate the user experience.
- Improved usability through quantitative and qualitative testing, leveraging tools such as Heap, Mouse-flow, Google Analytics, and HotJar to analyze user behavior and identify optimization opportunities.
- Developed user personas, wireframes, journey maps, and conducted A/B testing to inform data-driven design decisions and enhance user engagement.
- Designed and maintained a robust style guide and front-end pattern library, ensuring alignment between design and development for seamless implementation.
- Established co-branded partner site designs to deliver a unified user experience across multiple platforms..
- Mapped end-to-end customer journeys, focusing on the online account opening process to identify pain points and improve user flow.
- Evaluated third-party applications to ensure effective integration and a superior user experience, driving adoption and satisfaction.
- Implemented SEO best practices and provided recommendations to enhance site visibility and organic traffic.
- Collaborated with developers to build a new React-based architecture, making WaFd Bank's website one of the fastest in the financial services industry.
- Introduced customer-centric, approachable language to site content, improving readability.
- Championed mobile-first design principles, delivering iterative improvements to optimize the experience for mobile users.
- Operated within an agile environment, participating in daily stand-ups and rapid deployments to adapt to evolving project requirements.

### Principal Graphic Designer

**Oracle** 2008 - September 2017

- Designed UI, UX for Oracle Help Center Incorporating Cloud, Fusion Middleware, Java, and Rest APIs Etc.
- Hand-coded engaging HTML5/CSS3 responsive UI, drawers, scrollspys, modal video, learning paths, and more.
- Worked seamlessly with international development teams in Agile/Scrum environment.
- Lead Accessibility designer creating WCAG/508 compliant code tested with JAWS
- Built an internal project/media tracking system with a searchable image library in PHP resulting in 100% on-time delivery of technical illustrations

### Interactive Designer/Team Lead

**L3 Technologies** 2001-2008

- Team leader for a group of ten interactive and instructional media designers who created online training courses, simulations and instructional process improvement for the U.S. Coast Guard
- Designed and developed the first ever online course to be deployed Coast Guard-wide
- Built a SCORM object e-learning course engine using Flash, XML content, video, narration, quizzes, bookmarking and developed tools for easy updates and rapid prototyping

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## WORK PASSIONS

- Design Thinking
- AI Integration
- Design Systems
- Solving complex UI problems
- Product Design
- Branding

## STUDIED DESIGN AT

- UC Santa Cruz Extension
- UC Berkeley Extension
- Canada College
- College of San Mateo
- [interaction-design.org](https://www.interaction-design.org/)
- [coursera.org](https://www.coursera.org/)